



Safeway Launches First-of-Its-Kind Website for Brides Offering Specialty Cakes, Flowers & Wines. Cost Calculator Keeps Party on Budget.

Bellevue, WA, February 04, 2009 --(PR.com)-- The Seattle Division of Safeway Inc., (NYSE:SWY) today announced expanded growth of its wedding services at a time when brides are looking for ways to stretch their dollars while still having the wedding of their dreams. Safeway stores in the Seattle Division region covering Washington, Montana, Idaho and Alaska offer an array of exceptional wedding choices that can now be viewed online at <http://www.wednet.com/safeway-weddings/>.

Partnering with WedNet LLC, Safeway launched an online “window shopping” and budgeting tool, making it easier and efficient for brides to plan their weddings while staying within a budget. The new site showcases a dozen new cake designs, as well as options for flowers, wine and champagne. The website provides a cost calculator that allows the bride to make selections from all the offerings while keeping a running estimate of the budget. For example, wedding cake designs and flavor choices can be selected, while estimating serving sizes and price.

The budget tool can also be used for flowers, wines and champagne. When considering flowers, the online tool provides suggestions where flowers and floral arrangements may be desired and options to select from various price points and quantities. The wine and champagne experience is similar, with the added benefit of letting the bride set her beverage budget. The running cost estimator helps keep the overall budget on track.

“During challenging economic times, everyone is looking for ways to stretch their dollars and spend them smarter. Couples planning a wedding will find Safeway offers a great value with exceptional offerings rivaling more expensive boutique type shops,” said Greg Sparks, President of Safeway's Seattle Division. “With the help of WedNet, we believe we have reached a great balance of elegant wedding services, coupled with practical spending opportunities to remain within all budgets.”

“The bride has so many decisions to make. Now add the pressures of being cost-conscious without compromising the 'special day' experience, and suddenly the planning can feel very intimidating,” said Mark Williams, Founder and Owner, WedNet. “Our [WedNet's] driving principal has always been to help the bride as much as possible. It's that simple. With Safeway's outstanding products, services and pricing, we feel that our joint online experience helps brides relax and enjoy the experience of choosing their all-important wedding cakes, flowers and spirits.”

After previewing Safeway's selection and estimating costs at WedNet.com, brides are encouraged to schedule a free cake tasting and wedding consultation with their local Safeway store.

About Safeway www.Safeway.com

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America, based on sales. The company operates 1,738 stores in the United States and western Canada and had annual sales of \$42.3 billion in 2007. The company's common stock is traded on the New York Stock



Exchange under the symbol SWY. Safeway supports a broad range of charitable and community programs and in 2008 donated more than \$248 million to important causes, such as cancer research, education, hunger relief and programs focused on assisting people with disabilities. Safeway is also one of the largest retail purchasers of wind energy, using 57 million kilowatt hours of wind energy, enough to power all 324 Safeway retail fuel stations in the U.S., all stores in San Francisco, California and Boulder, Colorado, as well as all of the company headquarters and all corporate offices in Northern California. Safeway was the first major retailer to join the Chicago Climate Exchange, the world's first and North America's only legally binding GHG allowance trading system, and the California Climate Action Registry, which commits the company to reduce its carbon footprint by 6 percent from year 2000 levels.

Safeway has implemented unique energy-saving strategies throughout its manufacturing, distribution and grocery stores by installing new energy-efficient technologies, introducing new maintenance procedures and implementing new sustainable design and construction practices. Additional information about the company's environmental programs can be found at www.Safeway.com. Click on "About Us" and "Going Green."

About WedNet LLC

Established in 1994, WedNet LLC provides wedding planning resources to help brides dream about, plan for and share their wedding experience. In addition to Safeway weddings, WedNet offers a vast library of articles, online shopping for invitations and favors, and a nationwide directory of wedding vendors. WedNet is headquartered in Woodinville, Washington.

WedNet LLC: David Power, Advertising and Marketing Manager, davidp@wednet.com, (425) 444-3247

###



Contact Information:

Safeway
Cherié Myers
425-201-6467
Cherie.Myers@safeway.com
<http://www.wednet.com/safeway-weddings>

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/130525>

News Image:

